

### **III. PROGRAM DESCRIPTION AND WORKPLAN OVERVIEW**

#### **Introduction:**

Food Stamp outreach opportunities, resources, and activities increased significantly in FFY2006 based on the continued funding and leadership provided by USDA, improvements made in CAFB's expanded network of local subcontractors, and increasingly strong interest and support from the CDSS Food Stamp Policy Bureau and other stakeholders throughout the state. However, the need for increased participation in the FSP continues to persist in California. The FFY2007 CFSPAIP is directly aimed at increasing the number of individuals participating in the FSP by at least 22,415 by September 30, 2007. It is estimated that an increase of 22,415 people will bring approximately \$21 million in Federal funds to California (see Attachment 2).

A number of new, modified and expanded program elements have been included in the FFY2007 workplan that will provide income-eligible individuals with solid and more widespread information about the FSP and direct assistance in applying for Food Stamps. In addition, concerted efforts will be made by the *Network*, CDSS, CAFB, CAFB subcontractors, and other stakeholders to develop stronger working relationships with Food Stamp programs at state and county levels. These efforts will lead to a reduction of structural barriers, a more open organizational and systems infrastructure, and continuance of looking for ways to increase Food Stamp applications attributable to the outreach activities of the CAFB project.

#### **Program Description:**

The program for FFY 2007 features a significant expansion of the resources, capability, and reach of CAFB and its subcontractors to provide local Food Stamp outreach using a variety of methods to reach income-eligible individuals and households and engage in activities locally that will involve other partners and stakeholders to help create and maintain stronger working relationships with county Food Stamp programs.

In addition, certain high-need counties will receive special targeted resources and support to help them develop capacity to work with a number of new CBO sub-subcontractors or to help CAFB subcontractors develop stronger working relationships with county Food Stamp programs where there is a high concentration of households not participating in the FSP. Those counties are Los Angeles, Orange, and San Diego. Together they represent over half of the income-eligible households in California that are not participating in the FSP.

The outreach program in FFY2007 is also proposing a significant improvement in providing salient information about the FSP through the mass media and an expansion of the Food Stamp outreach toll-free telephone number with live operators assisting callers and possibly providing pre-screening and referral services. Additional support technology that will be reviewed, piloted and evaluated in FFY2007 include a pre-screening tool that would be available to all CAFB subcontractors in the field and that could interface with county Food Stamp programs' automated systems for application submission and outcome tracking purposes. In addition, a website to accompany the toll-free phone

number will be established. The website will provide Food Stamp eligible people with information about the FSP and FSP eligibility and where to go for more information. Contractor and subcontractor growth and expansion may be less of a focus in FFY2007 than it was in FFY2006. Quality assurance will be a major objective of both CAFB and the *Network*. With strong support from CDSS and the WRO, CAFB and the *Network* will determine the effectiveness of outreach and related activities by subcontractors in the field, particularly the CBOs that are new to the program and that are participating in the new county level hub concept.

Finally, leadership resources, opportunities and activities will be expanded at state and county levels to clearly demonstrate the advantages of increased Food Stamp participation both for low-income households and for local jurisdictions with an influx of federal Food Stamp dollars and how those monies contribute to healthier local economies.

#### **Workplan Overview:**

The next sections of the CFSPAIP consist of the presentation of four Key Result Areas (KRAs) that describe in detail the *Network's* objectives and activities that will support the CAFB and its subcontractors to successfully implement their scopes of work and meet their goals and objectives.

**KRA 1: Leadership** - Provides information about how the *Network* and its partners will periodically provide input, advice, and resources to the project in FFY2007 from a wide variety of public and nonprofit partners and supporters aimed at increasing participation in the FSP and helping make the program as efficient and effective as possible in California.

**KRA 2: Mass Communications** - Provides information about how the *Network's* Media and Communications Unit, with minimal Food Stamp Outreach funding and the possible use of FSNE funding for Food Stamp Promotion, can assist CAFB and its subcontractors publicize and promote the FSP at local, regional and state levels.

**KRA 3: Community Services** - Consists of a set of activities related to community interventions and development. This is the KRA where most of the planned activities in the CAFB contract reside in the plan along with other field support activities.

**KRA 4: Reporting and Evaluation** - Specifies how information will be used to track and enhance project performance. Activities in this KRA include the establishment of an on-line management information system that would help keep CAFB and project funders and management well informed about the recent plans, activities, and progress of subcontractor operations in the field.